



BOSTON MEAT MARKET

The House With Bargains

We've got the steers out of the Purvis feed lot. We could not buy from him. V. followed them to a city where he shipped them and he cut bid everybody and brought the steers back. We are now cutting fine corn fed steers. The best beef in the word—and that covers every territory. You can buy the very best grade of meat at the Boston Meat Market for less money than you pay for a poor grade at other markets.

Note our prices:
A Grade ham, per pound 16c
Home Breakfast bacon, per lb. 16 1/2c

GEO. M. FRAZIER, Prop.
Phone 534 122 E. Okla.

The Guthrie Tent & Awning Co.

GUTHRIE 113 SOUTH SECOND ST. PHONE 568

Manufacturer of Store and Office Awnings, Tents, Porch Curtains, Portable House Tents, Harness and Saddlery.

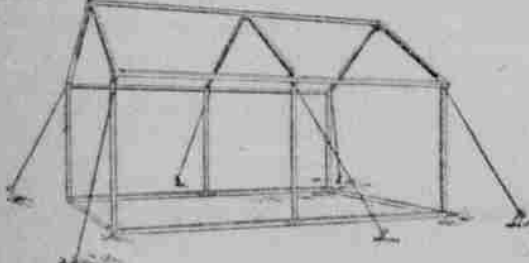


LIVE IN A TENT AND BE HEALTHY

Eight million out of 75,000,000 people in the United States die of consumption.

Tuberculosis is a communicable scourge, but it is not a contagious one in the sense that smallpox is.

Two women to every man die of the scourge in the United States.



Dark rooms, over crowded flats, no sunlight, indoor work amid unsanitary surroundings, occupying a place where an unsanitary consumptive has lived, are the chief causes of the scourge.

Buy a tent or have Helman of the Guthrie Tent and Awning Company build a sleeping porch for you and be healthy. Fresh, pure air drives away the blues and cures tuberculosis. Try it.

NEWSPAPERS THE STANDARD FORM OF PUBLICITY

R. J. REYNOLDS SAYS THEY ARE THE RIGHT MEDIUMS TO REACH PEOPLE

From boyhood days, as a tobacco factory laborer to president and active director of one of the world's largest tobacco industries, tells the snap-shot life story of Richard J. Reynolds, of Winston-Salem, N. C.

Mr. Reynolds believes in advertising. He reinvests between two and three per cent of his annual sales in advertising. When you know that in 1911 the R. J. Reynolds Tobacco Company's output amounted to many millions of pounds of tobacco, it isn't difficult to understand just what two

While Europe feels the greatest struggle in history the efficiency of the Red Cross is being put to the hardest test of its wonderful existence. A larger army is now marshaled under its banner than under the flag of any one nation. It moves silently and steadily amidst the fiercest din of battle, its marvelous effectiveness the result of the businesslike systematizing it has undergone with the years.

Appreciating the endeavors of the Red Cross, the great nations, despite the cataclysm in Europe, have installed wonderful exhibits at San Francisco and have incorporated in these exhibits a tribute to the Red Cross. The United States and Japan in particular are devoting much attention to this feature and the result



R. J. REYNOLDS.
Founder and President of the R. J. Reynolds Tobacco Co.

or three per cent in advertising means in dollars and cents. The Reynolds advertising account is among the heaviest ever known.

In 1894 Mr. Reynolds first realized that, properly applied and backed by tobacco worth all he asked for it, advertising was profitable. He invested \$4,000 that year and saw his business grow over 200,000 pounds. Next year he spent five times as much—and his business doubled!

Sincere Belief in Quality.
From that period to the present the R. J. Reynolds Tobacco Company has surged forward with sincere belief in the quality of its brands—and firm confidence in marketing them with intelligently conceived and applied newspaper and magazine advertising.

Mr. Reynolds talks as interestingly as reads the story of his business success. "I started my career in growing and manufacturing tobacco when I was a boy," said the founder, as he chatted to the writer in the big executive building at Winston-Salem a few weeks ago, "wasting my time as a laborer in a tobacco factory. At the age of eighteen I was promoted to superintendent of this factory. In those days tobacco factories only ran four months in the year and the other eight months I was engaged as a tobacco salesman."

Only to Make a Fair Profit.
"The principles that governed my work from the beginning are the foundation of this business. In the early days some of the boys on the road had an idea that the ones who could lie the biggest were the best salesmen. Nearly all of these fellows were glib talkers and their influence was not the best for a boy. My father realizing this, told me the day that I started out to sell tobacco that a man who would lie for a dollar would sell

MARVELOUS RED CROSS EXHIBITS AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION



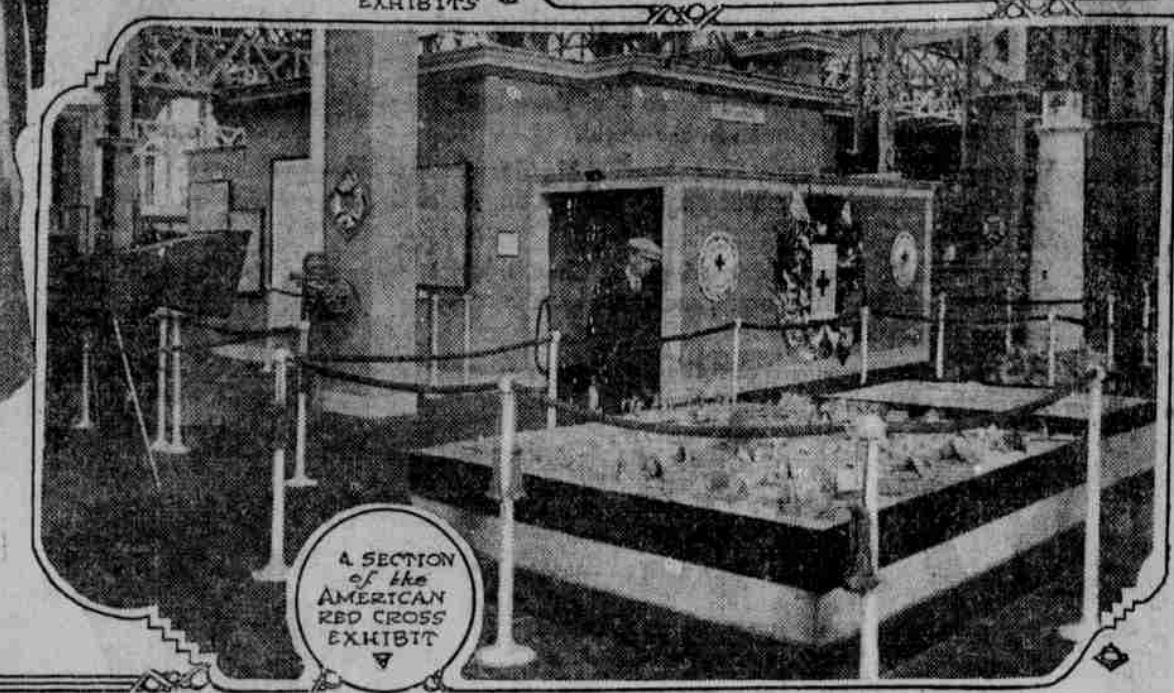
MRS. GROUTCH, SERGEANT, WAR NURSE



ONE of the JAPANESE LIFE-LIKE WAX EXHIBITS



A RED-CROSS WORKER



A SECTION of the AMERICAN RED-CROSS EXHIBIT

far removed from the scene of action. The exhibits show, in a remarkably clear manner, the uses of the latest surgical instruments as well as the various forms of sterilization with which each field outfit is equipped. The dressing of wounds is brought to the front by the use of lay figures, explaining clearly the care with which the wounded are handled. The most minute apparatus carried in the "kits" of the Red Cross worker are exhibited, showing the care, even down to the patent magnet, used for extracting particles of steel from the eye and thus saving the sight which otherwise might be lost.

Never in the history of world's expositions has such attention been given this wonderful organization as at the Panama-Pacific International Exposition and its exhibits are proving an interesting study in connection with the Mine Rescue Service and the wonderfully effective emergency service maintained at the exposition. The use of oxygen and anaesthetics is demonstrated and the Red Cross exhibits as a whole are worthy of the great attention they are attracting. Several other foreign countries will be equally as well represented as Japan and the United States within a few days and the completion of all exhibits of this character will add another splendid accomplishment to those already achieved by the directors of the great exposition in bringing to its 80,000 displays everything representative of the work of the world.

TAILOR MADE SUITS



For \$15 and Up

Made from Pure Scotch Woolen Goods GUARANTEED THE BEST

Boys' Suits to order, \$10.00 Up

A Neat Tailor-Made Suit at Hand-me-Down Prices. Call and look over our Big Sample List. A trial will follow. No trouble to show goods.

PERFECT FIT GUARANTEED

T. B. REDER

103 1-2 South Division

What a Bank Should Give

The greatest possible service to the greatest possible number of people in the greatest possible number of ways.

THAT IS WHAT WE STRIVE TO DO AT ALL TIMES.

The First National Bank

Guthrie, Oklahoma

N. Holman, President. George Tipton, Cashier

LEADER WANT ADS NEVER FAIL—TRY THEM

NOTHING BRINGS RESULTS SO SOON AS A WANT

Dig Returns From Advertising.

"I spent about \$4,000 in 1894 and secured an increase to 1,215,328 pounds. Seeing that the profits on the increase I made more than reimbursed me for the money invested, I was influenced to make an appropriation for the next year of \$40,000 and erect a building with a capacity of ten times the business that was being done at that time. The \$40,000 expenditure increased the business that year to 2,126,763 pounds.

"The sixth year this factory was overworked, the output representing 11,389,822 pounds. Since that time the appropriation for advertising has been increased year after year proportionately with the increase in business."

Experimenting in Advertising.
"In 1872 I felt the need of a more thorough business education and gave up this work to take a course at a business college. In 1873 I began the manufacture of tobacco in a log cabin factory sixty miles from a railroad in Patrick county, Virginia, with a capital of \$2,700. The first year in business I manufactured 40,000 pounds; the next year 80,000 pounds and then sold my brands and trademarks to my partners and moved to Winston-Salem for the benefit of railroad facilities, and on account of this town being located in the center of the belt in which the finest tobacco in the world is grown.

"I erected here a plant that cost \$2,400 and began business with a capital of \$7,500, taking in a partner, whom I bought out two years later. We manufactured the first year 150,000 pounds, which was the capacity of the plant. From then on, about every other year, this factory was built on top, bottom and additions made to each end, until the business was increased to 1,000,000 pounds, having taken eighteen years to secure this volume.

"In 1892 the business amounted to 1,685,929 pounds; in 1893 the business amounted to 1,006,101 pounds. Seeing that my business had lost over the previous year and having had accumulated more capital than was necessary to run the business, I decided to experiment in advertising. It was really my first experience and I have found it profitable ever since.

Sweat the fly now; one sweat now will save a million sweats later.

Children Cry FOR FLETCHER'S CASTORIA

Lame Back. Lame back is usually due to rheumatism of the muscles of the back. Hard working people are most likely to suffer from it. Relief may be had by massaging the back with Chamberlain's Liniment two or three times a day. Try it. Obtainable everywhere.

Extra Money

HOW TO "CASH" FORGOTTEN THINGS

Do you realize that there's more real money "laying around the house" than you had any idea of—

Well, THERE IS.

How long is it since you took an "inventory of odds and ends?"

Well, why not—

Why not check up the "odd things" down in the basement. That old rocker and davenport, the pictures you had removed when the guest room was done over, etc., the odd dishes of the old set, the old range, the old stove, the carpet sweeper—you need a new one anyway—make up a list of all of them, and then put a Classified Ad in the Want Columns of *The Daily Leader* and get the money. Why not?

Thousands of people need those very things—glad to buy them and pay for them—and fix them up.

Why not "cash the odds and ends?" This is what Want Ads are really for, if people only knew it; and you might just as well "get what they're worth" as to "throw them out."

WHY NOT?

Is the Paper That Makes Little Ads Pay Big

The Daily Leader

Is the Paper That Makes Little Ads Pay Big
